

Seybold Seminars - www.seyboldreports.com - Microsoft Internet Explorer provided by USPTO

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://seminars.seyboldreports.com/1999\_boston/keynotes/ Go Links

**REPORTS**

Home | Sitemap

**Seminars**

- Amsterdam 2003
  - Keynotes
  - Conferences
- San Francisco 2002
  - Conferences
- New York 2002
  - Keynotes
  - Conferences
- San Francisco 2001
  - Keynotes
  - Conferences
- Boston 2001
  - Keynotes
  - Conferences
  - QuickTime Videos
- San Francisco 2000
  - Keynotes
  - Conferences
- Boston 2000
  - Keynotes
  - Conferences
- San Francisco 1999
  - Keynotes
  - Conferences
- Boston 1999
  - Keynotes
  - Conferences
- San Francisco 1998
  - Conferences
- New York 1998
  - Conferences
- San Francisco 1997
  - Conferences
- New York 1997
  - Conferences
- San Francisco 1996
  - Conferences
- Boston 1996
  - Conferences
- San Francisco 1995
  - Conferences
- Boston 1995
  - Conferences

**Goto Website**

- Seybold 365
- Seybold Reports

**Boston 1999**

**Keynotes**

**Boston 1999 Keynotes Calendar**

Monday, March 01, 1999	
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 78k)
Tuesday, March 02, 1999	
08:30 AM - 10:00 AM	Adobe Keynote Transcript (HTML 77k)
Wednesday, March 03, 1999	
08:30 AM - 10:00 AM	Quark Keynote Transcript (HTML 108k)
Thursday, March 04, 1999	
09:00 AM - 10:30 AM	Web Publishing Conference Keynote Transcript (HTML 82k)
09:00 AM - 10:30 AM	Best Practices Conference Keynotes (no transcript available)

Seybold Publications covers the graphic arts.

Done Internet

[File](#) [Edit](#) [View](#) [Favorites](#) [Tools](#) [Help](#)
[Back](#) [Forward](#) [Stop](#) [Refresh](#) [Home](#) [Search](#) [Favorites](#) [History](#) [Mail](#) [Print](#) [Edit](#) [Delete](#)
Address [http://www.seyboldreports.com/1999\\_boston/conference/pse.asp](http://www.seyboldreports.com/1999_boston/conference/pse.asp)
[Go](#) [Links](#)

REPORTS

Search

Home | Sitemap

## Seminars

[Amsterdam 2003](#)  
[Keynotes](#)  
[Conferences](#)  
[San Francisco 2002](#)  
[Conferences](#)  
[New York 2002](#)  
[Keynotes](#)  
[Conferences](#)  
[San Francisco 2001](#)  
[Keynotes](#)  
[Conferences](#)  
[Boston 2001](#)  
[Keynotes](#)  
[Conferences](#)  
[QuickTime Videos](#)  
[San Francisco 2000](#)  
[Keynotes](#)  
[Conferences](#)  
[Boston 2000](#)  
[Keynotes](#)  
[Conferences](#)  
[San Francisco 1999](#)  
[Keynotes](#)  
[Conferences](#)  
[Boston 1999](#)  
[Keynotes](#)  
[Conferences](#)  
[San Francisco 1998](#)  
[Conferences](#)  
[New York 1998](#)  
[Conferences](#)  
[San Francisco 1997](#)  
[Conferences](#)  
[New York 1997](#)  
[Conferences](#)  
[San Francisco 1996](#)  
[Conferences](#)  
[Boston 1996](#)  
[Conferences](#)  
[San Francisco 1995](#)  
[Conferences](#)  
[Boston 1995](#)  
[Conferences](#)

## Goto Website

[Seybold 365](#)  
[Seybold Reports](#)

## Boston 1999

## Publishing Strategies Conference

## Boston 1999 Publishing Strategies Conference Calendar

Track	Facing the Future	Growth Opportunities	New Technologies and Practices
<b>Monday, March 01, 1999</b>			
09:30 AM - 10:30 AM	Publishing Strategies Conference Keynote Transcript (HTML 76k)		
11:00 AM - 12:30 PM	Media-Independent Publishing: Tools and Techniques Transcript (HTML 55k) Kevin Hannon (PPT 47k)	Digital Printing: Adding Pod Services into Your Business Transcript (HTML 85k) Barbara Pellow (PPT 7693k) Dave de Bronkard (PPT 3860k) Joe Webb (PPT 227k)	Print/E-Commerce: Models for the Web Transcript (HTML 83k) Eric Bean (PDF 3075k) Hills Davis (PDF 125k) Nimish Mehta (PPT 540k) Royal Farnos (PPT 1327k)
02:30 PM - 04:00 PM	Electronic Books: Five Competing Approaches Transcript (HTML 84k) Daniel Murryan (PPT 1437k) Dennis McNamney (PPT 146k) Len Kewell (PPT 76k)	CTP and Color Proofing: Making the Right Choices Transcript (HTML 89k) Bruce Harrison (PPT 4995k) Mark Doyle (PPT 604k)	Digital Photography: Fast Advances Transcript (HTML 70k)
04:30 PM - 06:00 PM	CIM: Where Are We Headed? Transcript (HTML 76k) Guy Johnson (PPT 50k) Jurgen Schonhut (PPT 144k) Phil Nelson (PPT 2122k)	To Acquire or To Be Acquired: Is That the Question? Transcript (HTML 88k) Thad McIlroy (PPT 155k)	Print vs. the Web: Finding the Ideal Balance Transcript (HTML 69k)
<b>Tuesday, March 02, 1999</b>			
11:00 AM - 12:30 PM	The Future of Publishing Transcript (HTML 29k)	Asset Management: Business and Service Strategies Transcript (HTML 88k) Behzad Ilchi (PPT 109k) Bruce Ganger (PPT 63k) Marc Mandel (PPT 56k) Paul White (PDF 53k)	Next Generation Page Layout Tools Transcript (HTML 30k) Don Lohse (PPT 63k)
02:30 PM - 04:00 PM	Automated Color Control Transcript (HTML 23k) Dave Hunter (PDF 65k) John Sweeney (ZIP 4979k)	Asset Management: Seven Minutes with an Asset Management Vendor Transcript (HTML 71k) George Alexander (PPT 44k) Michael Denley (PPT 203k) Paul Beyer (PDF 1144k) Robert Godwin (PPT 713k) Scott Bowen (PPT 4248k) Sioux Fleming (PPT 42k)	Integrating Asset Management with Workflow Systems Transcript (HTML 22k) Jeff Boldt (PPT 283k) Jennifer Neumann (PPT 311k) Tom Houser (PDF 163k)
04:30 PM - 06:00 PM	Rights Management: Controlling Copyrights on the Electronic Frontier Transcript (HTML 81k) Bill Rosenblatt (PPT 288k) Brad Husick (PPT 1744k) Evan Messinger (PPT 5090k) Norman Paskin (PPT 138k)	Variable Data Printing: In-Depth Case Studies Transcript (HTML 70k) Dave deBronkard (PPT 3679k) David Broudy (PDF 934k)	PDF and Acrobat - Latest Developments Transcript (HTML 10k) Stephan Jaeggli (PDF 122k)

Seybold Publications  
 covers the graphic arts.

Seybold Seminars - www.seyboldreports.com - Microsoft Internet Explorer provided by USPIO

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://seminars.seyboldreports.com/1999\_boston/conferences/wpc.asp Go Links

# REPORTS

Home | Sitemap

Seminars

- Amsterdam 2003
- Keynotes
- Conferences
- San Francisco 2002
- Conferences
- New York 2002
- Keynotes
- Conferences
- San Francisco 2001
- Keynotes
- Conferences
- Boston 2001
- Keynotes
- Conferences
- QuickTime Videos
- San Francisco 2000
- Keynotes
- Conferences
- Boston 2000
- Keynotes
- Conferences
- San Francisco 1999
- Keynotes
- Conferences
- Boston 1999
- Keynotes
- Conferences
- San Francisco 1998
- Conferences
- New York 1998
- Conferences
- San Francisco 1997
- Conferences
- New York 1997
- Conferences
- San Francisco 1996
- Conferences
- Boston 1996
- Conferences
- San Francisco 1995
- Conferences
- Boston 1995
- Conferences

Go to Website

- Seybold 365
- Seybold Reports

Seybold Publications covers the graphic arts.

Done

Internet

## Boston 1999

### Web Publishing Conference

#### Boston 1999 Web Publishing Conference Calendar

Track	Business/Marketing	Corporate	Design/Authoring	Web Producer/Developer
<b>Thursday, March 04, 1999</b>				
09:00 AM - 10:30 AM	<b>Web Publishing Conference Keynote</b> Transcript (HTML 82k)			
11:00 AM - 12:30 PM	<b>Branding Building Across Media</b> Transcript (HTML 75k)	<b>Mass Customization Techniques in Corporate Web Publishing</b> Transcript (HTML 88k) Dan Cote (ZIP 2197k) Jennifer Maher (PPT 316k)	<b>Designing the News Online: Lessons from Leading Large-Scale Content Sites</b> Transcript (HTML 78k)	<b>Managing Web Site Projects and Teams</b> Transcript (HTML 82k) CJ Yem (PPT 42k) David Forrester (PPT 94k) Jim Black (PPT 82k)
02:30 PM - 04:00 PM	<b>Installed Base Marketing</b> Transcript (HTML 74k) Mansoor Zakaria (PPT 635k)	<b>Turning Content into Service</b> Transcript (HTML 19k)	<b>Designing Customizable Web Environments: Design Strategies for Dealing with Dynamic Data</b> Transcript (HTML 76k) Karen Sideman (PPT 1038k)	<b>Managing the Web Creative Design Process</b> Transcript (HTML 19k)
04:30 PM - 06:00 PM	<b>E-mail Based Newsletter Businesses</b> Transcript (HTML 91k) Hans Brondino (PPT 1306k)	<b>Meeting the Web Publishing Demands of Non-Publishers</b> Transcript (HTML 83k) Pat McGrew and Bill McDaniel (PPT 124k)	<b>Designing Sites That Sell: Creating the Online Shopping Experience</b> Transcript (HTML 77k)	<b>Content Management Strategies: Tools and Processes</b> Transcript (HTML 84k) Ron Cagenello (PPT 272k)
<b>Friday, March 05, 1999</b>				
09:00 AM - 10:30 AM	<b>Outsourcing 101</b> Transcript (HTML 72k) CJ Yem (PPT 42k) Matt Cohen (PPT 125k)	<b>Application Update: Corporate Electronic Catalogs</b> Transcript (HTML 81k) Eric Severson (PPT 1735k) Phil Gibson (PPT 1771k)	<b>Designing for Online Communities: Practical Lessons for Developing Co-Created Spaces</b> Transcript (HTML 73k) Barry Kort (HTML 6k)	<b>Managing Dynamic Database-Driven Web Sites</b> Transcript (HTML 78k) Paul Bayer (PDF 678k)
11:00 AM - 12:30 PM	<b>What Sells: Increasing Transactions and Views</b> Transcript (HTML 89k) Phil Gibson (PPT 2892k)	<b>Measuring Performance: How to Know that Content Works</b> Transcript (HTML 84k) Allison Hartoe (PPT 102k) Bill Zoelick (PPT 88k)	<b>Designing Site Search &amp; Visualization: New Approaches to Visualizing</b> Transcript (HTML 30k) Rich Conley (PPT 154k)	<b>System Architecture Planning and Management</b> Transcript (HTML 12k) Brian Terry (PPT 23k)
01:30 PM - 03:00 PM	<b>Queueing &amp; Caching: Scaling Service to Meet Demand</b> Transcript (HTML 84k)	<b>Innovation in Corporate Web Publishing</b> Transcript (HTML 82k) Daniel Appelquist (PPT 88k) Paul Pangaro (PPT 452k)	<b>Interface Innovations: What's Next for Online Design? Emerging Design Technologies for the Next Five Years</b> Transcript (HTML 85k)	<b>Managing E-Commerce Systems</b> Transcript (HTML 75k) Markus Stamm (PPT 287k) Randy Von Feldt (PPT 156k)
03:30 PM - 05:00 PM	<b>Web Publishing Conference Closing Session: Bringing It All Back Together</b> Transcript (HTML 92k)			

Seybold Seminars - www.seyboldreports.com - Microsoft Internet Explorer provided by USPII

Go Back View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Print Edit Discuss

Address http://www.seyboldreports.com/1999\_boston/conference/bpc.asp

**REPORTS**

Home | Sitemap

Seminars

- Amsterdam 2003
- Keynotes
- Conferences
- San Francisco 2002
- Conferences
- New York 2002
- Keynotes
- Conferences
- San Francisco 2001
- Keynotes
- Conferences
- Boston 2001
- Keynotes
- Conferences
- QuickTime Videos
- San Francisco 2000
- Conferences
- Boston 2000
- Keynotes
- Conferences
- San Francisco 1999
- Keynotes
- Conferences
- Boston 1999
- Keynotes
- Conferences
- San Francisco 1998
- Conferences
- New York 1998
- Conferences
- San Francisco 1997
- Conferences
- New York 1997
- Conferences
- San Francisco 1996
- Conferences
- Boston 1996
- Conferences
- San Francisco 1995
- Conferences
- Boston 1995
- Conferences

Go to Website

- Seybold 365
- Seybold Reports

**Boston 1999**

**Best Practices Conference**

**Boston 1999 Best Practices Conference Calendar**

Track	Infrastructure	Managing the Flow	Processes
<b>Thursday, March 04, 1999</b>			
09:00 AM - 10:30 AM	<b>Best Practices Conference Keynotes</b>		
09:00 AM - 10:00 AM	<b>Best Practices Conference Opening Session: Implementing Best Practices in the Publishing Industry</b> Transcript (HTML 56k)		
10:30 AM - 12:00 PM	<b>Connectivity: Buses and Networks</b> Transcript (HTML 76k) Ed Joras (PPT 751k) H Michael Miley (PPT 289k) Phil Nealey (PPT 4998k) Rodney French (PPT 98k)	<b>Implementing Workflow</b> Transcript (HTML 76k) Scott Lifschin (PPT 46k)	<b>Color Control from Proof to Press</b> Transcript (HTML 83k) Bill Easley (PDF 1143k) Greg Irvin (PPT 380k)
02:00 PM - 03:30 PM	<b>Connectivity: Intranets, Extranets, and Private Networks</b> Transcript (HTML 81k)	<b>Preflight: Latest Tools and Procedures</b> Transcript (HTML 91k) Eddy Martinez (PPT 68k) Hal Hinderliter (PPT 218k) James King (PDF 197k) Jose Andrade (PDF 409k)	<b>Color Management: Lessons Learned</b> Transcript (HTML 75k) Irene Mauch (PPT 3110k) Michael Kieran (PDF 151k) W Morgan Rockhill (PPT 1860 k)
04:00 PM - 05:30 PM	<b>The Server Shootout</b> Transcript (HTML 41k) Kristina DeNike (PPT 177k) Scott Bowman (ZIP 66k)	<b>PDF: Building a PDF Workflow</b> Transcript (HTML 67k) Anne Nickinello (PPT 1329k)	<b>Scripting for Production Automation</b> Transcript (HTML 71k)
<b>Friday, March 05, 1999</b>			
09:00 AM - 10:30 AM	<b>Asset Management: Building the Archive</b> Transcript (HTML 85k)	<b>RIP-Once Workflows</b> Transcript (HTML 83k) Neil O'Callaghan (PPT 488k)	<b>Lessons Learned from the Packaging Industry</b> Transcript (HTML 69k) Beecher Lamb (PPT 1629k) Dennis Mehta (PPT 6925k) Doug Bartlett (PPT 1936k)
11:00 AM - 12:30 PM	<b>CTP: Equipment/Processes</b> Transcript (HTML 85k) John Zarwan (PPT 70k)	<b>Asset Management: Designer/Publisher Issues</b> Transcript (HTML 80k) Maggie Brenner (PDF 1154k) Tony Freeman (PPT 42k)	<b>Variable Image Design and Production</b> Transcript (HTML 92k) John Sisson (PPT 376k) Val DiGiacinto (PPT 3269k)
01:30 PM - 03:00 PM	<b>RFP for CTP: 4-up Platesetters</b> Transcript (HTML 84k)	<b>Staffing and Training</b> Transcript (HTML 80k)	<b>Mixed-Platform Management</b> Transcript (HTML 79k)
03:30 PM - 05:00 PM	<b>RFP for CTP: 8-up Platesetters</b> Transcript (HTML 76k) David Brown (PPT 1808k) Michael Platt (PPT 96k)	<b>Rights Management: Systems and Practices</b> Transcript (HTML 14k) Bruce Waterman (PPT 268k) Daniel Cervais (PPT 73k) Laura Gale (PPT 110k) Maureen Adamson (PPT 60k)	<b>How'd They Do That? Dissecting Three Great Publications</b> Transcript (HTML 42k) Paula Tognarelli (PDF 733k)

Seybold Publications covers the graphic arts.

File Edit View Favorites Tools Help

Back Forward Stop Reload Home Search Favorites History Mail Print Edit Discuss

Address http://www.seyboldreports.com/1999\_boston/conferences/td.asp

REPORTS

Search

Home | Sitemap

## Seminars

Amsterdam 2003  
Keynotes  
Conferences  
San Francisco 2002  
Conferences  
New York 2002  
Keynotes  
Conferences  
San Francisco 2001  
Keynotes  
Conferences  
Boston 2001  
Keynotes  
Conferences  
QuickTime Videos  
San Francisco 2000  
Keynotes  
Conferences  
Boston 2000  
Keynotes  
Conferences  
San Francisco 1999  
Keynotes  
Conferences  
Boston 1999  
Keynotes  
Conferences  
San Francisco 1998  
Conferences  
New York 1998  
Conferences  
San Francisco 1997  
Conferences  
New York 1997  
Conferences  
San Francisco 1996  
Conferences  
Boston 1996  
Conferences  
San Francisco 1995  
Conferences  
Boston 1995  
Conferences

## Goto Website

Seybold 365  
Seybold Reports

## Boston 1999

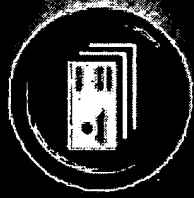
## Special Interest Days

## Boston 1999 Special Interest Days Calendar

Wednesday, March 03, 1999

10:30 AM - 06:00 PM	<b>Color Management Day</b> Transcript A (HTML 78k) Transcript B (HTML 50k) Transcript C (HTML 78k) Transcript D (HTML 80k) Transcript E (HTML 55k) Chris Murphy (PDF 28k) Fred Bunting (PDF 180k) Jim King (PDF 174k) Michael Kieran 1 (PDF 329k) Michael Kieran 2 (PDF 188k) Michael Kieran 3 (PDF 150k)
10:30 AM - 06:00 PM	<b>Digital Photography Now</b> Transcript A (HTML 64k) Transcript B (HTML 26k) Transcript C (HTML 37k) Transcript D (HTML 20k) Jan Oster (PDF 1056k) Larry Guyer (PPT 28860k) Michael Usaker (PDF 2165k) Scott Miles (ZIP 2214k) Trevor Haworth (PPT 151k) Yossi Ben-Shoshan (ZIP 14993k)
10:30 AM - 06:00 PM	<b>PDF Day</b> Transcript A (HTML 54k) Transcript B (HTML 59k) Transcript C (HTML 82k) Transcript D (HTML 40k) Transcript E (HTML 37k) Alan Fisher (PPT 410k) Bill Tulloh (PPT 302k) Bob Greene (PDF 111k) JD Gebicki (PPT 556k) Scott Tully (PDF 250k) Stanford Bingham (PDF 138k) Stephan Jaeggi (PDF 62k)
10:30 AM - 06:00 PM	<b>Web Secrets Day</b> Transcript A (HTML 26k) Transcript B (HTML 71k) Transcript C (HTML 67k) Transcript D (HTML 61k) Transcript E (HTML 82k) Deidre Paknad (PDF 100k) Mark Smith (HTML 6k)
10:30 AM - 06:00 PM	<b>Design and Strategy Summit</b>
10:30 AM - 05:30 PM	<b>XML and the Publishing Industry</b> Transcript A (HTML 85k) Transcript B (HTML 59k) Transcript C (HTML 67k) Transcript D (HTML 82k) Tony Stewart (PPT 92k)
09:00 AM - 05:30 PM	<b>DDAP Day</b> Transcript A (HTML 97k) Transcript B (HTML 94k) Transcript C (HTML 99k) Transcript D (HTML 51k) Alan Darling 1 (PPT 114k) Alan Darling 2 (PPT 110k) Frank Scott (PPT 46k) John Dougherty (PPT 482k) Linda Manes Goodwin (PPT 74k) Sarah Rosenbaum (PDF 500k)
09:00 AM - 05:30 PM	<b>Print on Demand Day</b> Transcript A (HTML 77k) Transcript B (HTML 78k) Transcript C (HTML 75k) Transcript D (HTML 40k) Paul Trevithick (PPT 1283k) Val DiGiacinto (PPT 3225k)

Seybold Publications  
covers the graphic arts.



# **IMAGEX.COM™**

**YOUR ONLINE PRINTING SOLUTION™**

**The Business Printing Industry:  
“Towards Efficient High Touch”**

**Eric Bean  
Vice President  
Products & Technology**



# E-commerce: Huge B-to-B Opportunities

## *The Internet's third wave: Business-to-business e-commerce*

### 1. Portals

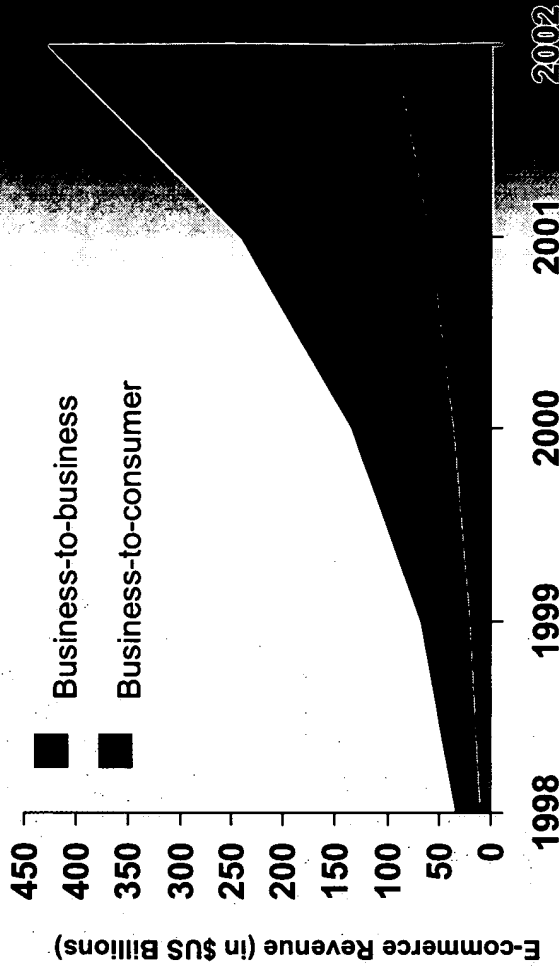
**YAHOO!**

### 2. Business-to-consumer

BOOKS, MUSIC & MORE  
**amazon.com**

### 3. Business-to-business

**IMAGEX.COM**



Source: International Data Corp.

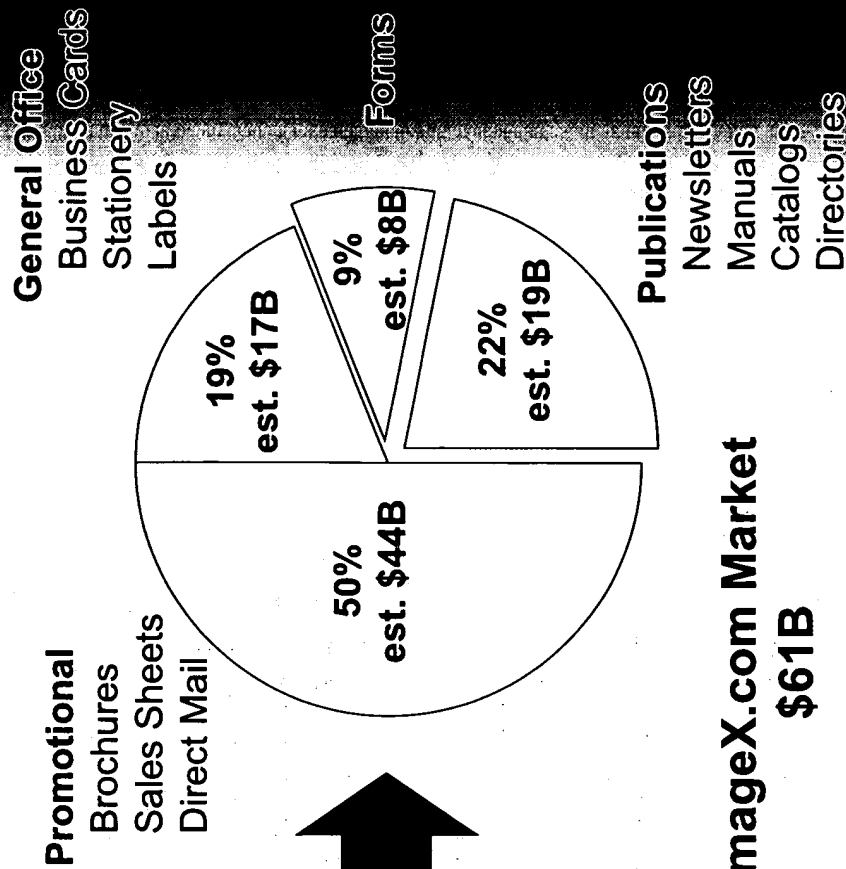
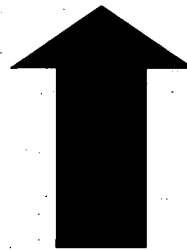
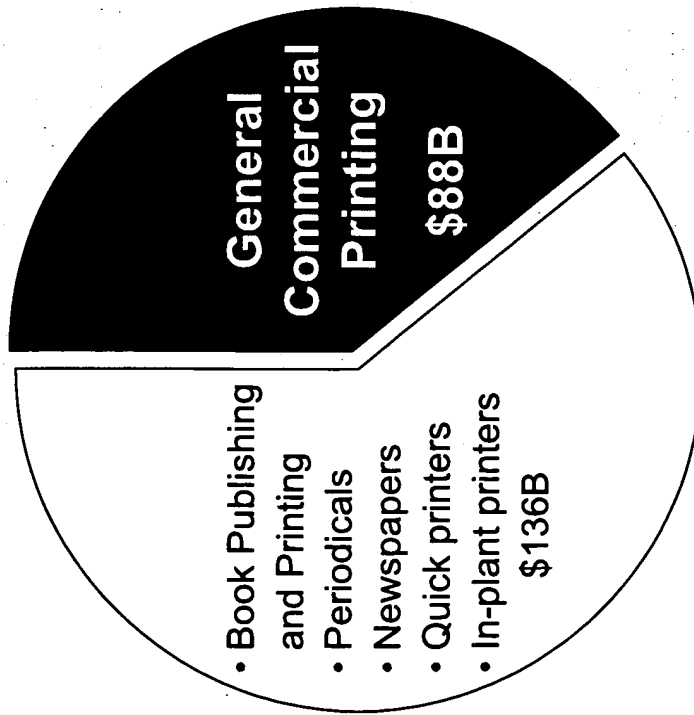
**IMAGEX.COM**





# E-commerce: Huge B-to-B Opportunities

- ✓ Large market
- ✓ Existing customer print budgets



**US Printing & Publishing**

**\$224B**

**ImageX.com Market**

**\$61B**

Source: CAP Ventures, Inc.; Company Estimates



## Some Internet/Digital Printing Killer Apps

### Eric Bean's Quick List:

1. Business print procurement
2. SOHO business printing
3. Custom book manufacturing
4. "Nasdaq" for printing services
5. Guaranteed print at distributed locations
6. Virtual load balancing
7. Walk-up print service kiosks



## Some Internet/Digital Printing Killer Apps

### Eric Bean's Quick List:

8. Real-time production monitoring of virtual manufacturing sites
9. Pay-as-you-go specialized print/layout/design software
10. Catalogs customized by web-surfing interests
11. Distributed point-of-purchase production
12. Remote printer & network monitoring & admin.
13. Smart printers for web content



## Some Internet/Digital Printing Killer Apps

### Eric Bean's Quick List:

14. Hot links: magazines & publications to web-based repositories
15. Follow-me newspapers
16. Virtual greeting cards follow-up with real thing
17. Automated, distributed document manufacturing
18. Remote custom variable sales presentations and leave-behinds
19. Remote secure printing



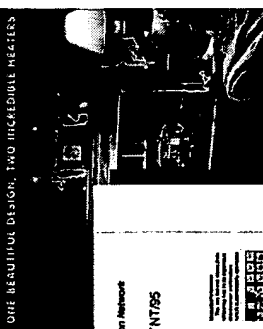
# Why ImageX.com?

*ImageX.com provides a unique  
e-commerce service that enables  
businesses to manage, edit, proof and order  
printed business materials over the Internet.*




# Marketing Materials

**One Beautiful Design. Two Incredible Heaters.**




**WaveLink®**  
Point Information Network  
for Windows NT/95




WaveLink is a powerful, easy-to-use, and cost-effective solution for your business. It provides a secure, reliable, and scalable way to connect your business to the Internet. WaveLink is designed to be used by anyone, anywhere, at any time. It is the perfect solution for businesses of all sizes.

**Wireless Internet Access**




Wireless Internet Access is a revolutionary new way to connect your business to the Internet. It allows you to access the Internet from anywhere, at any time, without the need for a traditional Internet connection. Wireless Internet Access is the perfect solution for businesses that need to be always online.

**High Capacity Internet Access Made Simple**



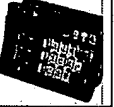
High Capacity Internet Access is a powerful, easy-to-use, and cost-effective solution for your business. It provides a secure, reliable, and scalable way to connect your business to the Internet. High Capacity Internet Access is designed to be used by anyone, anywhere, at any time. It is the perfect solution for businesses that need to be always online.

**Network Operations Center**




Network Operations Center is a powerful, easy-to-use, and cost-effective solution for your business. It provides a secure, reliable, and scalable way to connect your business to the Internet. Network Operations Center is designed to be used by anyone, anywhere, at any time. It is the perfect solution for businesses that need to be always online.

**Verifone**



**Express Payment Terminal**  
Verifone's Express Payment Terminal is a powerful, easy-to-use, and cost-effective solution for your business. It provides a secure, reliable, and scalable way to connect your business to the Internet. Express Payment Terminal is designed to be used by anyone, anywhere, at any time. It is the perfect solution for businesses that need to be always online.

**Verifone**



**Verifone** is a powerful, easy-to-use, and cost-effective solution for your business. It provides a secure, reliable, and scalable way to connect your business to the Internet. Verifone is designed to be used by anyone, anywhere, at any time. It is the perfect solution for businesses that need to be always online.

IMAGE X.COM



# Business Cards/Stationery

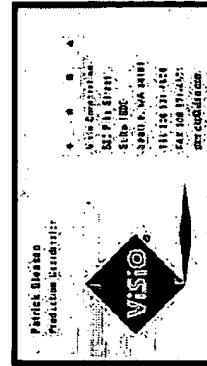
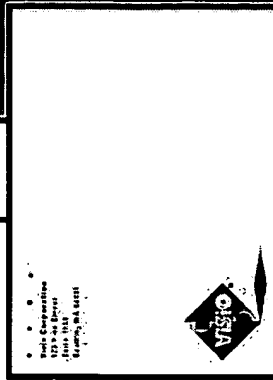
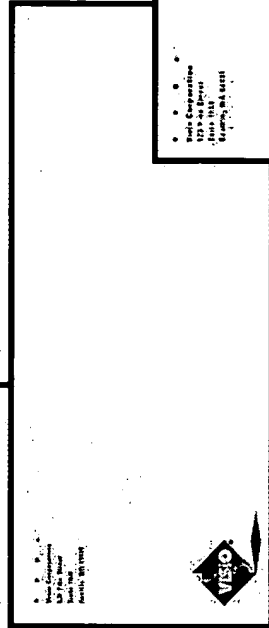
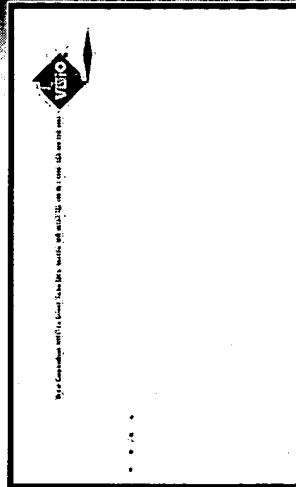
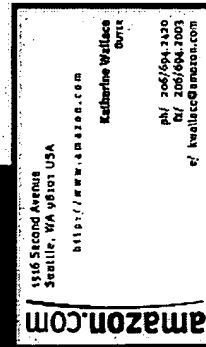
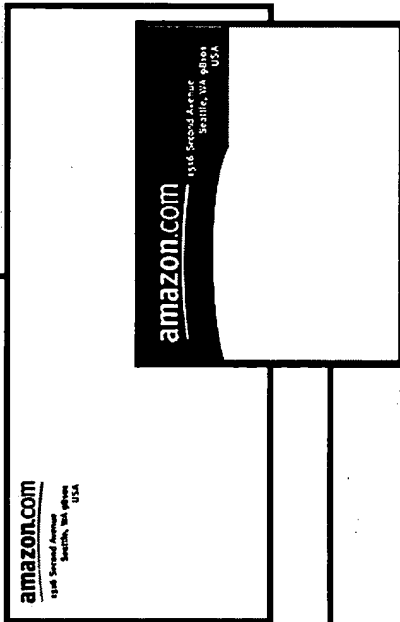
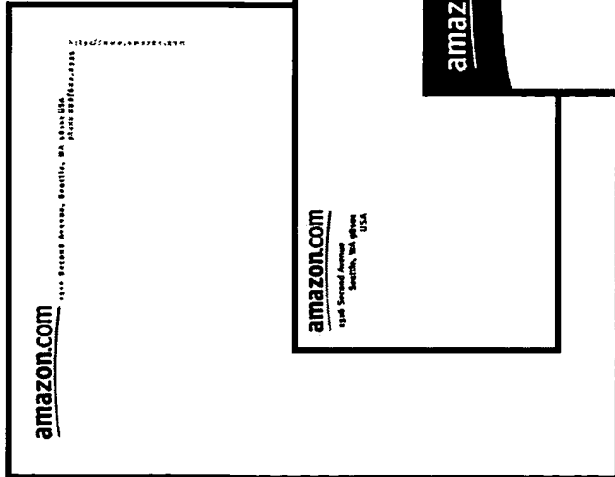


IMAGE X.COM



*Green-adapted*

**Better Homes and Gardens**

**Complete Guide to Gardening**

*How to Make the Garden Grow for You - 1947-1948*

**1947-1948**

**1** *1947-1948*

**2** *1947-1948*

**3** *1947-1948*

**4** *1947-1948*

**5** *1947-1948*

**6** *1947-1948*

**7** *1947-1948*

**8** *1947-1948*

**9** *1947-1948*

**10** *1947-1948*

**11** *1947-1948*

**12** *1947-1948*

**13** *1947-1948*

**14** *1947-1948*

**15** *1947-1948*

**16** *1947-1948*

**17** *1947-1948*

**18** *1947-1948*

**19** *1947-1948*

**20** *1947-1948*

**21** *1947-1948*

**22** *1947-1948*

**23** *1947-1948*

**24** *1947-1948*

**25** *1947-1948*

**26** *1947-1948*

**27** *1947-1948*

**28** *1947-1948*

**29** *1947-1948*

**30** *1947-1948*

**31** *1947-1948*

**32** *1947-1948*

**33** *1947-1948*

**34** *1947-1948*

**35** *1947-1948*

**36** *1947-1948*

**37** *1947-1948*

**38** *1947-1948*

**39** *1947-1948*

**40** *1947-1948*

**41** *1947-1948*

**42** *1947-1948*

**43** *1947-1948*

**44** *1947-1948*

**45** *1947-1948*

**46** *1947-1948*

**47** *1947-1948*

**48** *1947-1948*

**49** *1947-1948*

**50** *1947-1948*

**51** *1947-1948*

**52** *1947-1948*

**53** *1947-1948*

**54** *1947-1948*

**55** *1947-1948*

**56** *1947-1948*

**57** *1947-1948*

**58** *1947-1948*

**59** *1947-1948*

**60** *1947-1948*

**61** *1947-1948*

**62** *1947-1948*

**63** *1947-1948*

**64** *1947-1948*

**65** *1947-1948*

**66** *1947-1948*

**67** *1947-1948*

**68** *1947-1948*

**69** *1947-1948*

**70** *1947-1948*

**71** *1947-1948*

**72** *1947-1948*

**73** *1947-1948*

**74** *1947-1948*

**75** *1947-1948*

**76** *1947-1948*

**77** *1947-1948*

**78** *1947-1948*

**79** *1947-1948*

**80** *1947-1948*

**81** *1947-1948*

**82** *1947-1948*

**83** *1947-1948*

**84** *1947-1948*

**85** *1947-1948*

**86** *1947-1948*

**87** *1947-1948*

**88** *1947-1948*

**89** *1947-1948*

**90** *1947-1948*

**91** *1947-1948*

**92** *1947-1948*

**93** *1947-1948*

**94** *1947-1948*

**95** *1947-1948*

**96** *1947-1948*

**97** *1947-1948*

**98** *1947-1948*

**99** *1947-1948*

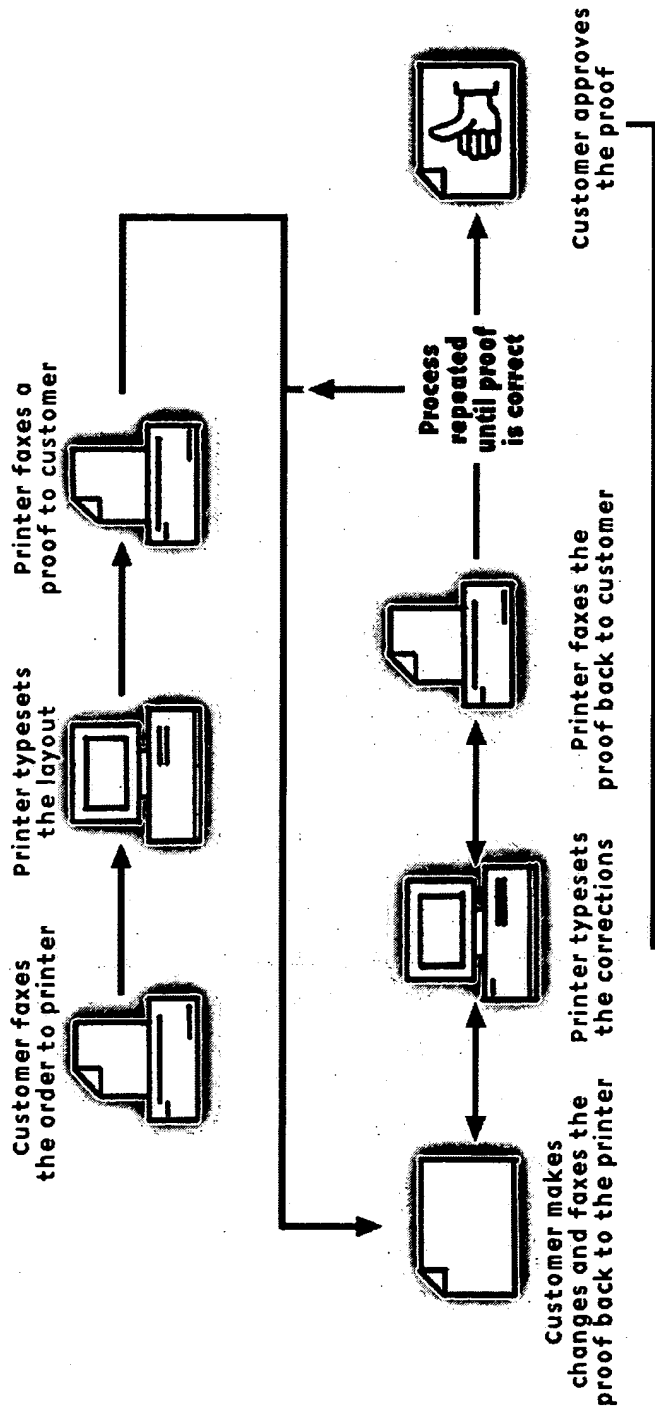
**100** *1947-1948*

[illegible]

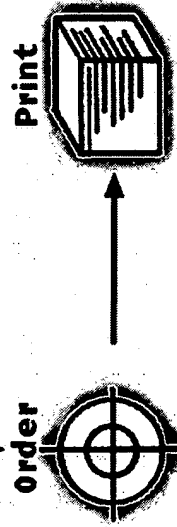




# Traditional Process: Labor-intensive, Error Prone



High Touch... Or  
Highly Inefficient  
Touch?



The job goes to the prepress department for print production

The manufacturing process begins and the order is printed

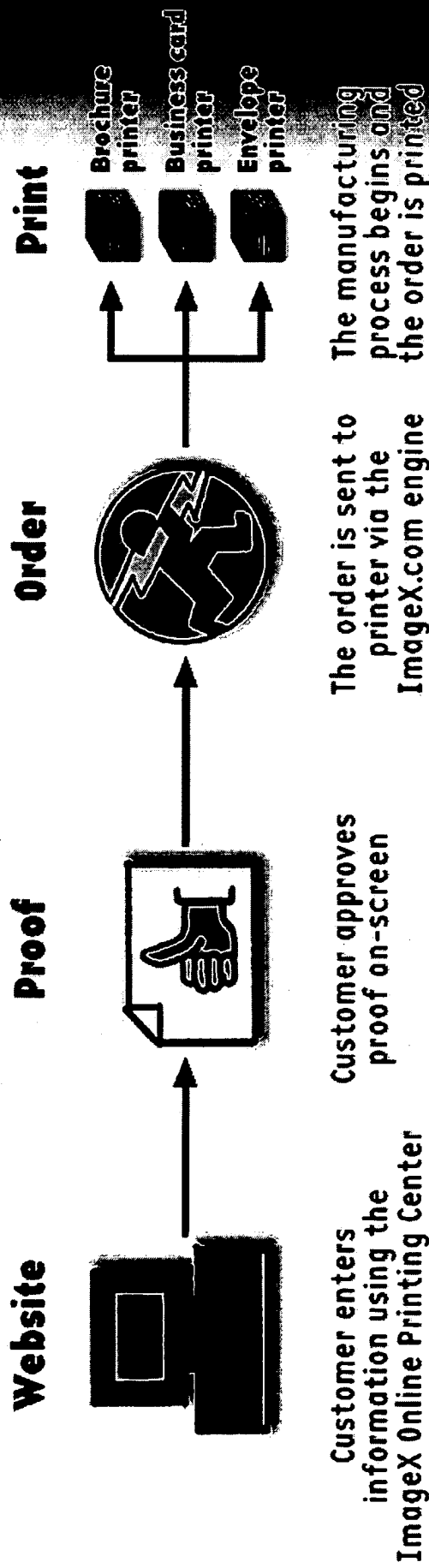
**Elapsed time to order: 2 days**

**IMAGE X.COM**



# The ImageX.com Process

*Companies effortlessly manage printing over the Internet.*



**Elapsed time to order: 10 minutes**

From "Highly Inefficient Touch" to "Efficient High Touch".

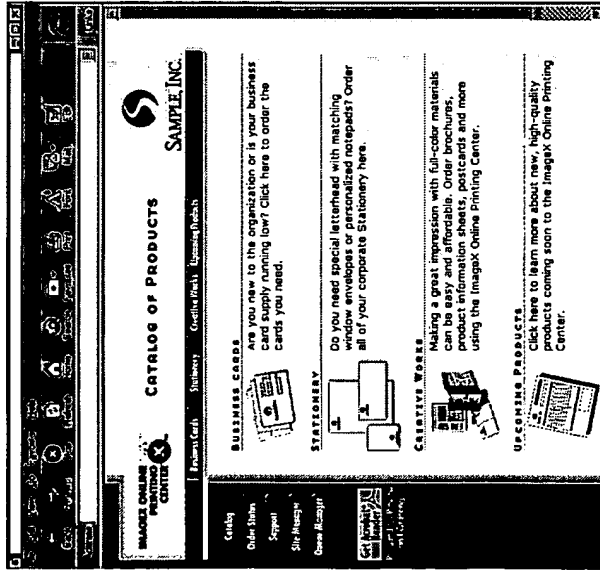


# The ImageX.com Services

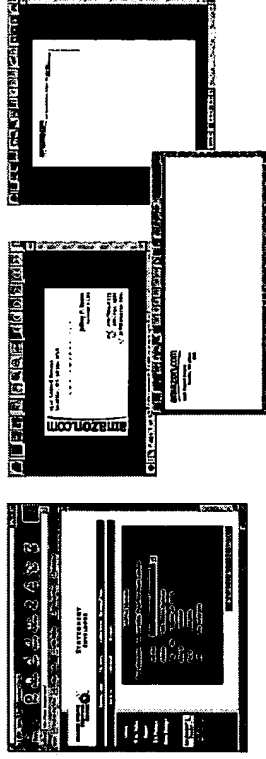
Customer's  
Designs



## 1. Web site and Online Catalog Created



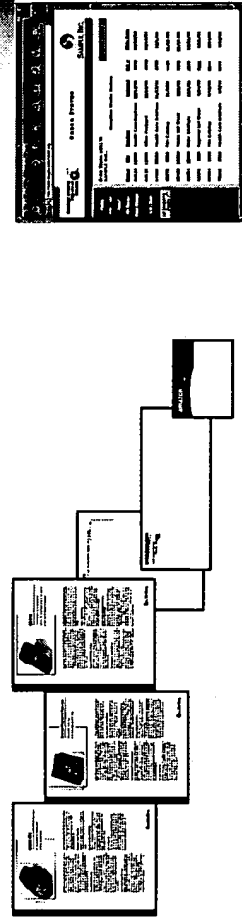
## 2. Modify and Proof Online



## 3. Approve and Release



## 4. Print Order Fulfilled 5. Online Reports



**IMAGEX.COM**



# Customer Benefits

## *Problems*



## *Solutions*

- |  |   |
|--|---|
| <input type="checkbox"/> High Error Rate                 | <input checked="" type="checkbox"/> Online Edit and Proof             |
| <input type="checkbox"/> Inventory Waste                 | <input checked="" type="checkbox"/> Online Tracking and Management    |
| <input type="checkbox"/> Multiple Vendors                | <input checked="" type="checkbox"/> One Stop Solution                 |
| <input type="checkbox"/> High Operating Costs            | <input checked="" type="checkbox"/> Reduced Operating Costs           |
| <input type="checkbox"/> Lack of Visibility of Selection | <input checked="" type="checkbox"/> Online Catalog of Print Materials |
| <input type="checkbox"/> Brand "Abuse"                   | <input checked="" type="checkbox"/> Brand Control via Rules           |
| <input type="checkbox"/> Obsolescence                    | <input checked="" type="checkbox"/> Short-Run Efficiencies            |



# ImageX.com Case Study

## The Problem

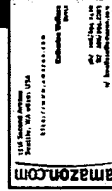
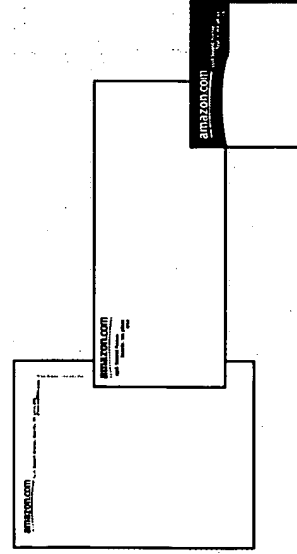
- Fax-back method of proofing resulted in long delays
- 25 man-hours per week spent calling printer
- Customer fired 3 printers in one year.

BOOKS, MUSIC & MORE  
**amazon.com**

- ◆ World's largest on-line seller of books
- ◆ 1200 employees
- ◆ Large print budget
- ◆ Rapid expansion

## ImageX.com Solutions

- Instant online proofs slashed process by an average of 5 days.
- Reduced admin time by 90% with instant on-line order status and history.
- ImageX.com "graphic rules" eliminated errors and maintains consistent corporate graphics standards.



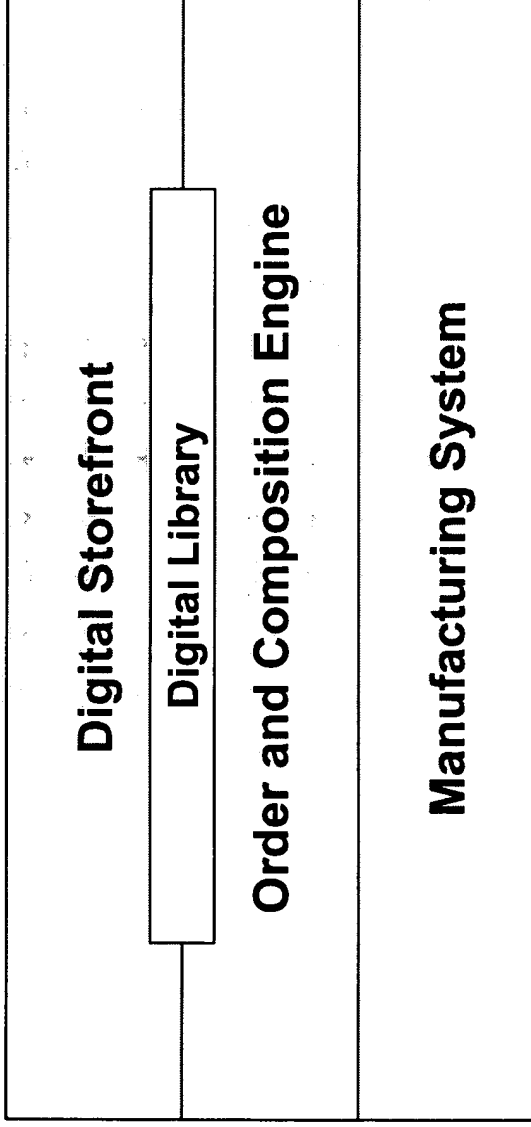
amazon.com

**IMAGEX.COM**

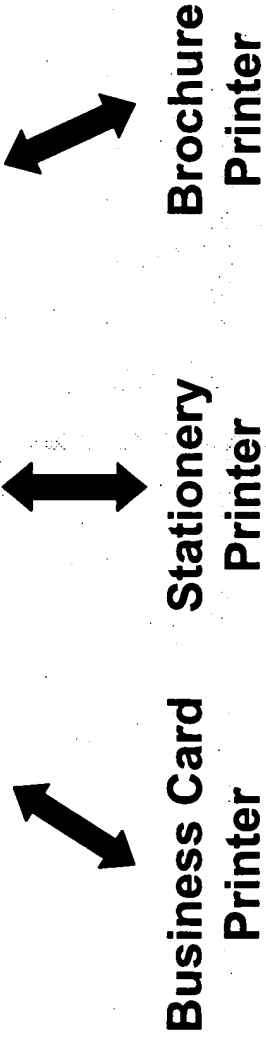


# Unique ImageX.com Technology

**Customer**

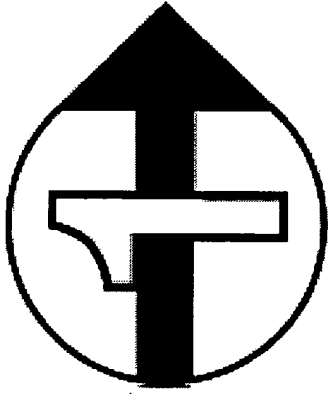


- **Integrated**
- **Scalable**
- **Standards-based**
- **Mass-customized**

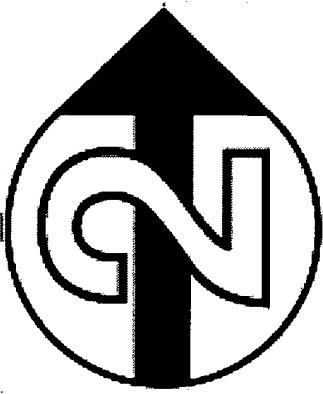




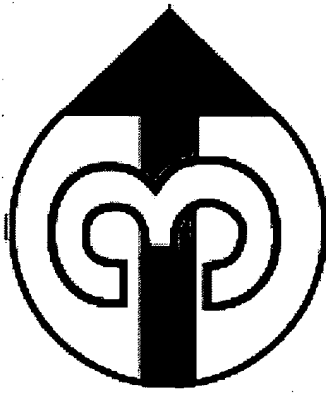
## Growth Strategies: Acquiring Customers



**Acquisitions**  
“Buy”



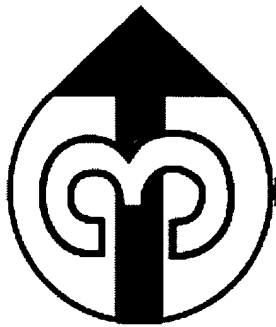
**Direct Sales**  
“Build”



**Alliances**  
“Borrow”

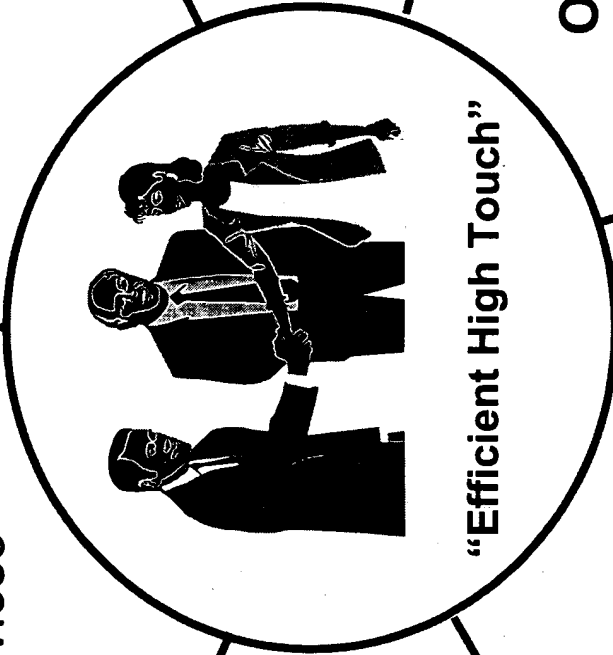


# ImageX.com Alliance Strategy



**Marketing/Advertising  
related services**

**Print related services**



**Procurement  
related services**

**Web related  
services**

**Office  
Products**

**Other Automation  
related services**

**IMAGEX.COM**





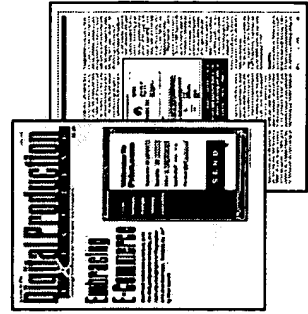
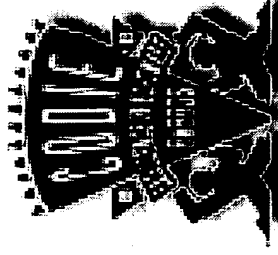
# Nice Touch: Industry Recognition

***Most Promising New Company***



***Bellevue Chamber of Commerce  
Business Innovation Award***

***Finalist, Best Internet/  
Online Service***



***Digital Production Executive  
Magazine - Cover Story***

***IMAGE X.COM***



## Summary: Towards Efficient High Touch

- ✓ New systems are needed for the print industry to thrive in the “Internet’s Third Wave”
- ✓ Unique technology to simplify & control complex processes
- ✓ The Printing Industry Opportunity: Moving from “Highly Inefficient Touch” to “Efficient High Touch”